

THE NCSTM

The National Citizen SurveyTM

Rio Rancho, NM

Technical Appendices
FINAL
2015



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Appendix A: Complete Survey Responses

Responses excluding “don’t know”

The following pages contain a complete set of responses to each question on the survey, excluding the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 1: Question 1

Please rate each of the following aspects of quality of life in Rio Rancho:	Excellent	Good	Fair	Poor	Total	
Rio Rancho as a place to live	27%	57%	15%	1%	100%	N=487
Your neighborhood as a place to live	35%	48%	12%	5%	100%	N=486
Rio Rancho as a place to raise children	30%	53%	15%	2%	100%	N=420
Rio Rancho as a place to work	12%	34%	30%	25%	100%	N=354
Rio Rancho as a place to visit	8%	35%	39%	19%	100%	N=460
Rio Rancho as a place to retire	28%	49%	19%	4%	100%	N=412
The overall quality of life in Rio Rancho	21%	56%	21%	1%	100%	N=485

Table 2: Question 2

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Total	
Overall feeling of safety in Rio Rancho	24%	59%	15%	3%	100%	N=489
Overall ease of getting to the places you usually have to visit	17%	49%	26%	8%	100%	N=483
Quality of overall natural environment in Rio Rancho	16%	50%	29%	5%	100%	N=481
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	11%	37%	36%	16%	100%	N=483
Health and wellness opportunities in Rio Rancho	17%	47%	28%	8%	100%	N=462
Overall opportunities for education and enrichment	17%	45%	27%	10%	100%	N=442
Overall economic health of Rio Rancho	9%	36%	43%	12%	100%	N=451
Sense of community	14%	42%	33%	11%	100%	N=466
Overall image or reputation of Rio Rancho	17%	52%	25%	7%	100%	N=475

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total	
Recommend living in Rio Rancho to someone who asks	46%	42%	7%	5%	100%	N=481
Remain in Rio Rancho for the next five years	57%	28%	10%	4%	100%	N=470

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Total	
In your neighborhood during the day	65%	25%	6%	3%	1%	100%	N=479
In Rio Rancho's commercial area during the day	43%	43%	9%	5%	1%	100%	N=465

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Total	
Traffic flow on major streets	6%	48%	31%	14%	100%	N=487
Ease of public parking	15%	51%	30%	5%	100%	N=467
Ease of travel by car in Rio Rancho	14%	49%	29%	8%	100%	N=482
Ease of travel by public transportation in Rio Rancho	5%	10%	31%	54%	100%	N=238
Ease of travel by bicycle in Rio Rancho	7%	26%	38%	30%	100%	N=289
Ease of walking in Rio Rancho	10%	34%	35%	21%	100%	N=418
Availability of paths and walking trails	16%	31%	32%	22%	100%	N=425
Air quality	26%	50%	20%	3%	100%	N=481
Cleanliness of Rio Rancho	15%	50%	28%	7%	100%	N=487
Overall appearance of Rio Rancho	15%	51%	28%	7%	100%	N=481
Public places where people want to spend time	10%	38%	38%	13%	100%	N=459
Variety of housing options	16%	45%	31%	8%	100%	N=454
Availability of affordable quality housing	15%	47%	28%	10%	100%	N=429
Fitness opportunities (including exercise classes and paths or trails, etc.)	14%	40%	36%	10%	100%	N=447
Recreational opportunities	11%	37%	38%	14%	100%	N=445
Availability of affordable quality food	12%	46%	29%	12%	100%	N=483
Availability of affordable quality health care	19%	48%	24%	8%	100%	N=464
Availability of preventive health services	17%	48%	27%	8%	100%	N=431
Availability of affordable quality mental health care	10%	25%	29%	37%	100%	N=233

Table 6: Question 6

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Total	
Availability of affordable quality child care/preschool	15%	39%	23%	23%	100%	N=192
K-12 education	27%	52%	15%	6%	100%	N=332
Adult educational opportunities	8%	43%	35%	15%	100%	N=319
Opportunities to attend cultural/arts/music activities	5%	26%	41%	28%	100%	N=395
Opportunities to participate in religious or spiritual events and activities	23%	44%	29%	5%	100%	N=381
Employment opportunities	4%	21%	39%	37%	100%	N=378
Shopping opportunities	11%	32%	39%	18%	100%	N=478
Cost of living in Rio Rancho	8%	41%	43%	8%	100%	N=478
Overall quality of business and service establishments in Rio Rancho	7%	42%	40%	11%	100%	N=470
Vibrant downtown/commercial area	2%	14%	33%	51%	100%	N=436
Overall quality of new development in Rio Rancho	8%	35%	39%	18%	100%	N=437
Opportunities to participate in social events and activities	5%	31%	46%	18%	100%	N=421
Opportunities to volunteer	10%	41%	38%	12%	100%	N=332
Opportunities to participate in community matters	9%	35%	43%	13%	100%	N=360
Openness and acceptance of the community toward people of diverse backgrounds	19%	40%	30%	11%	100%	N=388
Neighborliness of residents in Rio Rancho	14%	41%	33%	12%	100%	N=475

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No	Yes	Total	
Made efforts to conserve water	6%	94%	100%	N=487
Made efforts to make your home more energy efficient	22%	78%	100%	N=484
Observed a code violation or other hazard in Rio Rancho	37%	63%	100%	N=478
Household member was a victim of a crime in Rio Rancho	89%	11%	100%	N=482
Reported a crime to the police in Rio Rancho	76%	24%	100%	N=481
Stocked supplies in preparation for an emergency	68%	32%	100%	N=483
Campaigned or advocated for an issue, cause or candidate	82%	18%	100%	N=483
Contacted the City of Rio Rancho (in-person, phone, email or web) for help or information	53%	47%	100%	N=484
Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	84%	16%	100%	N=480

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Rio Rancho?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total	
Used Rio Rancho recreation centers or their services	9%	14%	32%	45%	100%	N=483
Visited a neighborhood park or City park	16%	31%	34%	19%	100%	N=481
Used Rio Rancho public libraries or their services	7%	23%	35%	36%	100%	N=481
Participated in religious or spiritual activities in Rio Rancho	17%	20%	12%	51%	100%	N=482
Attended a City-sponsored event	1%	8%	43%	48%	100%	N=473
Used bus, rail, subway or other public transportation instead of driving	2%	1%	7%	90%	100%	N=482
Carpooled with other adults or children instead of driving alone	12%	12%	15%	61%	100%	N=481
Walked or biked instead of driving	7%	11%	22%	61%	100%	N=479
Volunteered your time to some group/activity in Rio Rancho	9%	9%	20%	62%	100%	N=480
Participated in a club	8%	6%	9%	77%	100%	N=478
Talked to or visited with your immediate neighbors	36%	33%	25%	6%	100%	N=483
Done a favor for a neighbor	18%	26%	36%	20%	100%	N=483

Table 9: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total	
Attended a local public meeting	0%	2%	14%	84%	100%	N=478
Watched (online or on television) a local public meeting	1%	4%	16%	79%	100%	N=479

Table 10: Question 10

Please rate the quality of each of the following services in Rio Rancho:	Excellent	Good	Fair	Poor	Total	
Police/Sheriff services	41%	46%	8%	4%	100%	N=444
Fire services	49%	43%	8%	0%	100%	N=385
Ambulance or emergency medical services	49%	43%	8%	1%	100%	N=354
Crime prevention	24%	45%	23%	8%	100%	N=383
Fire prevention and education	26%	49%	21%	5%	100%	N=318
Traffic enforcement	24%	41%	23%	12%	100%	N=447
Street repair	4%	22%	30%	43%	100%	N=465

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Please rate the quality of each of the following services in Rio Rancho:	Excellent	Good	Fair	Poor	Total	
Street cleaning	7%	27%	39%	27%	100%	N=455
Street lighting	10%	26%	38%	27%	100%	N=467
Traffic signal timing	6%	29%	37%	28%	100%	N=468
Bus or transit services	5%	15%	26%	54%	100%	N=218
Garbage collection	26%	53%	17%	4%	100%	N=470
Recycling	23%	52%	16%	9%	100%	N=463
Storm drainage	12%	39%	28%	21%	100%	N=421
Drinking water	14%	40%	34%	12%	100%	N=462
Sewer services	16%	49%	27%	8%	100%	N=428
Water/Wastewater Utility billing	13%	33%	35%	19%	100%	N=439
City parks	27%	47%	21%	5%	100%	N=447
Recreation programs or classes	20%	39%	31%	9%	100%	N=285
Recreation centers or facilities	17%	39%	32%	11%	100%	N=319
Land use, planning and zoning	8%	25%	38%	29%	100%	N=334
Code enforcement (weeds, abandoned buildings, etc.)	6%	24%	32%	39%	100%	N=404
Animal control	15%	42%	29%	15%	100%	N=389
Economic development	8%	26%	42%	23%	100%	N=380
Health services	18%	46%	32%	4%	100%	N=419
Public library services	34%	50%	14%	2%	100%	N=384
Public information services	14%	38%	37%	10%	100%	N=331
Cable television	9%	25%	31%	35%	100%	N=302
Rio Rancho open space	15%	37%	37%	11%	100%	N=357
City-sponsored special events	14%	38%	35%	13%	100%	N=334
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	17%	50%	26%	6%	100%	N=414

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Total	
The City of Rio Rancho	14%	53%	28%	5%	100%	N=457
The Federal Government	7%	36%	36%	22%	100%	N=409

Table 12: Question 12

Please rate the following categories of Rio Rancho government performance:	Excellent	Good	Fair	Poor	Total	
The value of services for the taxes paid to Rio Rancho	4%	41%	38%	18%	100%	N=426
The overall direction that Rio Rancho is taking	7%	43%	31%	19%	100%	N=431
The job Rio Rancho government does at welcoming citizen involvement	7%	34%	34%	25%	100%	N=345
Overall confidence in Rio Rancho government	6%	35%	36%	22%	100%	N=419
Generally acting in the best interest of the community	8%	36%	35%	21%	100%	N=418
Being honest	5%	35%	37%	23%	100%	N=359
Treating all residents fairly	8%	35%	34%	22%	100%	N=363

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Table 13: Question 13

Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years:	Essential	Very important	Somewhat important	Not at all important	Total	
Overall feeling of safety in Rio Rancho	58%	33%	8%	0%	100%	N=481
Overall ease of getting to the places you usually have to visit	31%	48%	20%	1%	100%	N=479
Quality of overall natural environment in Rio Rancho	23%	52%	22%	2%	100%	N=478
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	24%	49%	25%	2%	100%	N=478
Health and wellness opportunities in Rio Rancho	26%	50%	20%	4%	100%	N=478
Overall opportunities for education and enrichment	36%	43%	19%	2%	100%	N=474
Overall economic health of Rio Rancho	52%	41%	6%	0%	100%	N=478
Sense of community	28%	48%	22%	3%	100%	N=479

Table 14: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source	Minor source	Not a source	Total	
City website (www.rrnm.gov)	57%	28%	14%	100%	N=475
Mailers from the City	31%	53%	16%	100%	N=477
City communications via social media (i.e. Facebook, Twitter or YouTube)	19%	35%	46%	100%	N=474
City Council and other public meetings	25%	42%	33%	100%	N=472
Local media websites	33%	43%	24%	100%	N=471
Local media outlets (newspapers, radio, local television stations)	56%	32%	13%	100%	N=478
Word-of-mouth (friends, co-workers, family, etc.)	41%	43%	16%	100%	N=478

Table 15: Question 15

Please rate how important, if at all, it is to you or members of your household to be notified by the City about each of the following:	Essential	Very important	Somewhat important	Not at all important	Total	
Special events (i.e. camps, classes, workshops, pet adoptions, police and community events, concerts, etc.)	24%	40%	30%	6%	100%	N=484
Road construction and closures	44%	42%	14%	1%	100%	N=484
Water and sewer line repair work	43%	43%	13%	1%	100%	N=484
Elections	41%	36%	21%	2%	100%	N=482
New businesses opening in the city	25%	39%	33%	3%	100%	N=483

Table 16: Question 16

To what extent do you agree with the following statement: "The roads in Rio Rancho need to be improved."	Count	Percent
Strongly agree	253	
Somewhat agree	167	
Somewhat disagree	30	
Strongly disagree	9	
Total	N=458	100%

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Table 17: Question 17

If Rio Rancho was to propose a tax increase dedicated to road improvements, to what extent would you support or oppose each of the following type of tax increases?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
A property tax increase of \$10 per year on a home valued at \$100,000	45%	31%	6%	18%	100%	N=472
A property tax increase of \$40 per year on a home valued at \$100,000	17%	26%	18%	39%	100%	N=461
A property tax increase of \$75 per year on a home valued at \$100,000	9%	13%	26%	52%	100%	N=459
A Gross Receipts Tax (sales tax) increase of 1.25 cents extra on \$10 of qualifying goods	14%	21%	21%	44%	100%	N=462

Table 18: Question 18

Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
Fire/ambulance services	34%	38%	13%	16%	100%	N=481
Police services	36%	33%	15%	16%	100%	N=480
Road maintenance	34%	38%	15%	13%	100%	N=479
Parks and recreation	18%	43%	21%	18%	100%	N=479
Library	19%	40%	23%	18%	100%	N=478
Senior center services	19%	41%	20%	20%	100%	N=479

Table 19: Question 19

Current regulations allow: up to five chickens on residential property of at least ½ of an acre (21,780 sq. ft.); horses and goats on property of at least 1 acre (43,560 sq. ft.). To what extent would you support or oppose allowing residential property owners to have chickens, bees, domestic livestock (i.e. horses, cattle, mules, donkeys, burros, swine, goats, sheep), or fowl (i.e. guineas, ducks, turkeys, geese)?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
Up to five chickens on lots of more than ½ of an acre.	39%	31%	14%	17%	100%	N=476
Up to five chickens on any sized residential lot.	21%	21%	24%	35%	100%	N=476
A home bee apiary on lots of more than ½ of an acre.	32%	33%	14%	21%	100%	N=476
A home bee apiary on any residential lot.	18%	20%	24%	38%	100%	N=475
Domestic livestock on lots of more than ½ of an acre.	26%	32%	17%	26%	100%	N=475
Domestic livestock on any residential lot.	10%	13%	25%	52%	100%	N=475
Fowl on lots of more than ½ of an acre.	28%	33%	19%	20%	100%	N=476
Fowl on any residential lot.	15%	16%	27%	42%	100%	N=476

Table 20: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never	Rarely	Sometimes	Usually	Always	Total	
Recycle at home	8%	3%	9%	21%	59%	100%	N=483
Purchase goods or services from a business located in Rio Rancho	0%	4%	17%	52%	27%	100%	N=485
Eat at least 5 portions of fruits and vegetables a day	2%	14%	36%	29%	19%	100%	N=481
Participate in moderate or vigorous physical activity	4%	11%	34%	29%	22%	100%	N=478
Read or watch local news (via television, paper, computer, etc.)	6%	8%	13%	29%	44%	100%	N=485
Vote in local elections	6%	13%	14%	25%	42%	100%	N=484

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Table 21: Question D2

Would you say that in general your health is:	Count	Percent
Excellent	81	
Very good	233	
Good	124	
Fair	39	
Poor	9	
Total	N=487	100%

Table 22: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Count	Percent
Very positive	18	
Somewhat positive	97	
Neutral	247	
Somewhat negative	99	
Very negative	22	
Total	N=482	100%

Table 23: Question D4

What is your employment status?	Count	Percent
Working full time for pay	306	
Working part time for pay	35	
Unemployed, looking for paid work	9	
Unemployed, not looking for paid work	22	
Fully retired	107	
Total	N=480	100%

Table 24: Question D5

Do you work inside the boundaries of Rio Rancho?	Count	Percent
Yes, outside the home	116	
Yes, from home	28	
No	322	
Total	N=465	100%

Table 25: Question D6

How many years have you lived in Rio Rancho?	Count	Percent
Less than 2 years	74	
2 to 5 years	92	
6 to 10 years	93	
11 to 20 years	113	
More than 20 years	113	
Total	N=486	100%

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Table 26: Question D7

Which best describes the building you live in?	Count	Percent
One family house detached from any other houses	424	
Building with two or more homes (duplex, townhome, apartment or condominium)	54	
Mobile home	3	
Other	5	
Total	N=486	100%

Table 27: Question D8

Is this house, apartment or mobile home...	Count	Percent
Rented	99	
Owned	386	
Total	N=485	100%

Table 28: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Count	Percent
Less than \$300 per month	31	
\$300 to \$599 per month	32	
\$600 to \$999 per month	139	
\$1,000 to \$1,499 per month	161	
\$1,500 to \$2,499 per month	93	
\$2,500 or more per month	21	
Total	N=476	100%

Table 29: Question D10

Do any children 17 or under live in your household?	Count	Percent
No	272	
Yes	214	
Total	N=487	100%

Table 30: Question D11

Are you or any other members of your household aged 65 or older?	Count	Percent
No	364	
Yes	122	
Total	N=486	100%

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Table 31: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Count	Percent
Less than \$25,000	42	
\$25,000 to \$49,999	120	
\$50,000 to \$99,999	197	
\$100,000 to \$149,999	63	
\$150,000 or more	43	
Total	N=465	100%

Table 32: Question D13

Are you Spanish, Hispanic or Latino?	Count	Percent
No, not Spanish, Hispanic or Latino	328	
Yes, I consider myself to be Spanish, Hispanic or Latino	148	
Total	N=476	100%

Table 33: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Count
American Indian or Alaskan Native	20
Asian, Asian Indian or Pacific Islander	2
Black or African American	11
White	401
Other	68

Total may exceed 100% as respondents could select more than one option.

Table 34: Question D15

In which category is your age?	Count	Percent
18 to 24 years	6	
25 to 34 years	123	
35 to 44 years	75	
45 to 54 years	121	
55 to 64 years	64	
65 to 74 years	60	
75 years or older	34	
Total	N=483	100%

Table 35: Question D16

What is your sex?	Count	Percent
Female	254	
Male	221	
Total	N=475	100%

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Table 36: Question D17

Do you consider a cell phone or landline your primary telephone number?	Count	Percent
Cell	341	
Land line	75	
Both	69	
Total	N=485	100%

Responses including “don’t know”

The following pages contain a complete set of responses to each question on the survey, including the “don’t know” responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with “N=”).

Table 37: Question 1

Please rate each of the following aspects of quality of life in Rio Rancho:	Excellent	Good	Fair	Poor	Don't know	Total	
Rio Rancho as a place to live	27%	57%	15%	1%	0%	100%	N=487
Your neighborhood as a place to live	35%	47%	12%	5%	0%	100%	N=487
Rio Rancho as a place to raise children	26%	46%	13%	2%	13%	100%	N=482
Rio Rancho as a place to work	8%	25%	22%	18%	26%	100%	N=480
Rio Rancho as a place to visit	7%	33%	37%	18%	4%	100%	N=479
Rio Rancho as a place to retire	24%	42%	16%	4%	14%	100%	N=477
The overall quality of life in Rio Rancho	21%	56%	21%	1%	1%	100%	N=488

Table 38: Question 2

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Don't know	Total	
Overall feeling of safety in Rio Rancho	24%	59%	15%	3%	0%	100%	N=489
Overall ease of getting to the places you usually have to visit	17%	49%	26%	8%	0%	100%	N=483
Quality of overall natural environment in Rio Rancho	16%	50%	28%	5%	1%	100%	N=485
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	11%	37%	36%	16%	0%	100%	N=485
Health and wellness opportunities in Rio Rancho	16%	45%	27%	7%	5%	100%	N=487
Overall opportunities for education and enrichment	16%	41%	25%	10%	9%	100%	N=484
Overall economic health of Rio Rancho	8%	34%	40%	11%	7%	100%	N=486
Sense of community	13%	40%	32%	11%	4%	100%	N=484
Overall image or reputation of Rio Rancho	16%	50%	24%	7%	3%	100%	N=487

Table 39: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know	Total	
Recommend living in Rio Rancho to someone who asks	45%	41%	7%	5%	1%	100%	N=488
Remain in Rio Rancho for the next five years	56%	27%	10%	4%	3%	100%	N=483

Table 40: Question 4

Please rate how safe or unsafe you feel:	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total	
In your neighborhood during the day	65%	25%	6%	3%	1%	0%	100%	N=479
In Rio Rancho's commercial area during the day	42%	41%	9%	5%	1%	3%	100%	N=480

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Table 41: Question 5

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Don't know	Total	
Traffic flow on major streets	6%	48%	31%	14%	0%	100%	N=488
Ease of public parking	15%	49%	29%	5%	4%	100%	N=485
Ease of travel by car in Rio Rancho	14%	49%	29%	8%	0%	100%	N=483
Ease of travel by public transportation in Rio Rancho	3%	5%	15%	27%	50%	100%	N=481
Ease of travel by bicycle in Rio Rancho	4%	15%	23%	18%	39%	100%	N=477
Ease of walking in Rio Rancho	9%	29%	30%	18%	14%	100%	N=485
Availability of paths and walking trails	14%	27%	28%	19%	12%	100%	N=482
Air quality	26%	50%	20%	3%	1%	100%	N=486
Cleanliness of Rio Rancho	15%	50%	28%	7%	0%	100%	N=488
Overall appearance of Rio Rancho	15%	50%	28%	7%	0%	100%	N=483
Public places where people want to spend time	10%	36%	36%	13%	5%	100%	N=484
Variety of housing options	15%	42%	29%	7%	7%	100%	N=486
Availability of affordable quality housing	13%	42%	25%	9%	11%	100%	N=482
Fitness opportunities (including exercise classes and paths or trails, etc.)	12%	37%	33%	10%	8%	100%	N=485
Recreational opportunities	10%	34%	36%	13%	8%	100%	N=482
Availability of affordable quality food	12%	46%	29%	12%	1%	100%	N=487
Availability of affordable quality health care	18%	46%	23%	8%	5%	100%	N=487
Availability of preventive health services	15%	43%	24%	7%	11%	100%	N=484
Availability of affordable quality mental health care	5%	12%	14%	18%	52%	100%	N=483

Table 42: Question 6

Please rate each of the following characteristics as they relate to Rio Rancho as a whole:	Excellent	Good	Fair	Poor	Don't know	Total	
Availability of affordable quality child care/preschool	6%	16%	9%	9%	60%	100%	N=479
K-12 education	19%	36%	11%	4%	30%	100%	N=476
Adult educational opportunities	5%	28%	23%	10%	33%	100%	N=479
Opportunities to attend cultural/arts/music activities	4%	21%	35%	23%	17%	100%	N=473
Opportunities to participate in religious or spiritual events and activities	18%	35%	23%	4%	21%	100%	N=480
Employment opportunities	3%	16%	31%	29%	21%	100%	N=479
Shopping opportunities	11%	32%	39%	17%	1%	100%	N=481
Cost of living in Rio Rancho	8%	40%	43%	8%	1%	100%	N=483
Overall quality of business and service establishments in Rio Rancho	7%	41%	39%	11%	2%	100%	N=478
Vibrant downtown/commercial area	2%	13%	30%	46%	9%	100%	N=479
Overall quality of new development in Rio Rancho	7%	32%	36%	16%	9%	100%	N=478
Opportunities to participate in social events and activities	4%	27%	40%	16%	12%	100%	N=480
Opportunities to volunteer	7%	28%	26%	8%	31%	100%	N=480
Opportunities to participate in community matters	7%	26%	32%	10%	25%	100%	N=479
Openness and acceptance of the community toward people of diverse backgrounds	15%	33%	24%	9%	19%	100%	N=478
Neighborliness of residents in Rio Rancho	14%	40%	33%	11%	2%	100%	N=483

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Table 43: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No	Yes	Total	
Made efforts to conserve water	6%	94%	100%	N=487
Made efforts to make your home more energy efficient	22%	78%	100%	N=484
Observed a code violation or other hazard in Rio Rancho	37%	63%	100%	N=478
Household member was a victim of a crime in Rio Rancho	89%	11%	100%	N=482
Reported a crime to the police in Rio Rancho	76%	24%	100%	N=481
Stocked supplies in preparation for an emergency	68%	32%	100%	N=483
Campaigned or advocated for an issue, cause or candidate	82%	18%	100%	N=483
Contacted the City of Rio Rancho (in-person, phone, email or web) for help or information	53%	47%	100%	N=484
Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	84%	16%	100%	N=480

Table 44: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Rio Rancho?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total	
Used Rio Rancho recreation centers or their services	9%	14%	32%	45%	100%	N=483
Visited a neighborhood park or City park	16%	31%	34%	19%	100%	N=481
Used Rio Rancho public libraries or their services	7%	23%	35%	36%	100%	N=481
Participated in religious or spiritual activities in Rio Rancho	17%	20%	12%	51%	100%	N=482
Attended a City-sponsored event	1%	8%	43%	48%	100%	N=473
Used bus, rail, subway or other public transportation instead of driving	2%	1%	7%	90%	100%	N=482
Carpooled with other adults or children instead of driving alone	12%	12%	15%	61%	100%	N=481
Walked or biked instead of driving	7%	11%	22%	61%	100%	N=479
Volunteered your time to some group/activity in Rio Rancho	9%	9%	20%	62%	100%	N=480
Participated in a club	8%	6%	9%	77%	100%	N=478
Talked to or visited with your immediate neighbors	36%	33%	25%	6%	100%	N=483
Done a favor for a neighbor	18%	26%	36%	20%	100%	N=483

Table 45: Question 9

Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more	2-4 times a month	Once a month or less	Not at all	Total	
Attended a local public meeting	0%	2%	14%	84%	100%	N=478
Watched (online or on television) a local public meeting	1%	4%	16%	79%	100%	N=479

Table 46: Question 10

Please rate the quality of each of the following services in Rio Rancho:	Excellent	Good	Fair	Poor	Don't know	Total	
Police/Sheriff services	38%	43%	8%	4%	8%	100%	N=481
Fire services	39%	34%	6%	0%	20%	100%	N=481
Ambulance or emergency medical services	36%	31%	6%	0%	26%	100%	N=479
Crime prevention	19%	36%	19%	7%	19%	100%	N=476
Fire prevention and education	18%	33%	14%	3%	32%	100%	N=470
Traffic enforcement	23%	39%	22%	11%	5%	100%	N=473
Street repair	4%	22%	29%	42%	3%	100%	N=478

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Please rate the quality of each of the following services in Rio Rancho:	Excellent	Good	Fair	Poor	Don't know	Total	
Street cleaning	6%	26%	37%	26%	4%	100%	N=476
Street lighting	10%	25%	37%	26%	2%	100%	N=479
Traffic signal timing	6%	28%	36%	28%	2%	100%	N=476
Bus or transit services	2%	7%	12%	25%	54%	100%	N=475
Garbage collection	26%	52%	17%	4%	2%	100%	N=477
Recycling	23%	50%	16%	8%	4%	100%	N=480
Storm drainage	10%	34%	25%	19%	11%	100%	N=471
Drinking water	13%	39%	33%	12%	3%	100%	N=478
Sewer services	14%	44%	25%	7%	10%	100%	N=477
Water/Wastewater Utility billing	12%	31%	33%	18%	6%	100%	N=468
City parks	25%	44%	19%	5%	6%	100%	N=476
Recreation programs or classes	12%	24%	19%	5%	40%	100%	N=476
Recreation centers or facilities	12%	26%	22%	8%	32%	100%	N=473
Land use, planning and zoning	6%	18%	27%	20%	30%	100%	N=475
Code enforcement (weeds, abandoned buildings, etc.)	5%	20%	27%	33%	15%	100%	N=477
Animal control	12%	34%	23%	12%	18%	100%	N=476
Economic development	7%	21%	34%	19%	20%	100%	N=472
Health services	16%	40%	28%	4%	12%	100%	N=475
Public library services	27%	41%	12%	1%	19%	100%	N=474
Public information services	10%	27%	26%	7%	29%	100%	N=469
Cable television	6%	16%	20%	22%	36%	100%	N=472
Rio Rancho open space	11%	28%	28%	8%	24%	100%	N=471
City-sponsored special events	10%	27%	25%	9%	28%	100%	N=466
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	16%	46%	24%	6%	8%	100%	N=448

Table 47: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent	Good	Fair	Poor	Don't know	Total	
The City of Rio Rancho	14%	51%	27%	5%	4%	100%	N=478
The Federal Government	6%	31%	31%	19%	14%	100%	N=478

Table 48: Question 12

Please rate the following categories of Rio Rancho government performance:	Excellent	Good	Fair	Poor	Don't know	Total	
The value of services for the taxes paid to Rio Rancho	3%	36%	34%	16%	11%	100%	N=478
The overall direction that Rio Rancho is taking	6%	39%	28%	17%	10%	100%	N=478
The job Rio Rancho government does at welcoming citizen involvement	5%	25%	24%	18%	28%	100%	N=478
Overall confidence in Rio Rancho government	5%	31%	32%	19%	12%	100%	N=478
Generally acting in the best interest of the community	7%	32%	31%	18%	12%	100%	N=476
Being honest	4%	27%	28%	17%	25%	100%	N=476
Treating all residents fairly	6%	27%	26%	17%	24%	100%	N=479

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Table 49: Question 13

Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years:	Essential	Very important	Somewhat important	Not at all important	Total	
Overall feeling of safety in Rio Rancho	58%	33%	8%	0%	100%	N=481
Overall ease of getting to the places you usually have to visit	31%	48%	20%	1%	100%	N=479
Quality of overall natural environment in Rio Rancho	23%	52%	22%	2%	100%	N=478
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	24%	49%	25%	2%	100%	N=478
Health and wellness opportunities in Rio Rancho	26%	50%	20%	4%	100%	N=478
Overall opportunities for education and enrichment	36%	43%	19%	2%	100%	N=474
Overall economic health of Rio Rancho	52%	41%	6%	0%	100%	N=478
Sense of community	28%	48%	22%	3%	100%	N=479

Table 50: Question 14

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:	Major source	Minor source	Not a source	Total	
City website (www.rrnm.gov)	57%	28%	14%	100%	N=475
Mailers from the City	31%	53%	16%	100%	N=477
City communications via social media (i.e. Facebook, Twitter or YouTube)	19%	35%	46%	100%	N=474
City Council and other public meetings	25%	42%	33%	100%	N=472
Local media websites	33%	43%	24%	100%	N=471
Local media outlets (newspapers, radio, local television stations)	56%	32%	13%	100%	N=478
Word-of-mouth (friends, co-workers, family, etc.)	41%	43%	16%	100%	N=478

Table 51: Question 15

Please rate how important, if at all, it is to you or members of your household to be notified by the City about each of the following:	Essential	Very important	Somewhat important	Not at all important	Total	
Special events (i.e. camps, classes, workshops, pet adoptions, police and community events, concerts, etc.)	24%	40%	30%	6%	100%	N=484
Road construction and closures	44%	42%	14%	1%	100%	N=484
Water and sewer line repair work	43%	43%	13%	1%	100%	N=484
Elections	41%	36%	21%	2%	100%	N=482
New businesses opening in the city	25%	39%	33%	3%	100%	N=483

Table 52: Question 16

To what extent do you agree with the following statement: "The roads in Rio Rancho need to be improved."	Count	Percent
Strongly agree	253	
Somewhat agree	167	
Somewhat disagree	30	
Strongly disagree	9	
Total	N=458	100%

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Table 53: Question 17

If Rio Rancho was to propose a tax increase dedicated to road improvements, to what extent would you support or oppose each of the following type of tax increases?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
A property tax increase of \$10 per year on a home valued at \$100,000	45%	31%	6%	18%	100%	N=472
A property tax increase of \$40 per year on a home valued at \$100,000	17%	26%	18%	39%	100%	N=461
A property tax increase of \$75 per year on a home valued at \$100,000	9%	13%	26%	52%	100%	N=459
A Gross Receipts Tax (sales tax) increase of 1.25 cents extra on \$10 of qualifying goods	14%	21%	21%	44%	100%	N=462

Table 54: Question 18

Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services:	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
Fire/ambulance services	34%	38%	13%	16%	100%	N=481
Police services	36%	33%	15%	16%	100%	N=480
Road maintenance	34%	38%	15%	13%	100%	N=479
Parks and recreation	18%	43%	21%	18%	100%	N=479
Library	19%	40%	23%	18%	100%	N=478
Senior center services	19%	41%	20%	20%	100%	N=479

Table 55: Question 19

Current regulations allow: up to five chickens on residential property of at least ½ of an acre (21,780 sq. ft.); horses and goats on property of at least 1 acre (43,560 sq. ft.). To what extent would you support or oppose allowing residential property owners to have chickens, bees, domestic livestock (i.e. horses, cattle, mules, donkeys, burros, swine, goats, sheep), or fowl (i.e. guineas, ducks, turkeys, geese)?	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total	
Up to five chickens on lots of more than ½ of an acre.	39%	31%	14%	17%	100%	N=476
Up to five chickens on any sized residential lot.	21%	21%	24%	35%	100%	N=476
A home bee apiary on lots of more than ½ of an acre.	32%	33%	14%	21%	100%	N=476
A home bee apiary on any residential lot.	18%	20%	24%	38%	100%	N=475
Domestic livestock on lots of more than ½ of an acre.	26%	32%	17%	26%	100%	N=475
Domestic livestock on any residential lot.	10%	13%	25%	52%	100%	N=475
Fowl on lots of more than ½ of an acre.	28%	33%	19%	20%	100%	N=476
Fowl on any residential lot.	15%	16%	27%	42%	100%	N=476

Table 56: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never	Rarely	Sometimes	Usually	Always	Total	
Recycle at home	8%	3%	9%	21%	59%	100%	N=483
Purchase goods or services from a business located in Rio Rancho	0%	4%	17%	52%	27%	100%	N=485
Eat at least 5 portions of fruits and vegetables a day	2%	14%	36%	29%	19%	100%	N=481
Participate in moderate or vigorous physical activity	4%	11%	34%	29%	22%	100%	N=478
Read or watch local news (via television, paper, computer, etc.)	6%	8%	13%	29%	44%	100%	N=485
Vote in local elections	6%	13%	14%	25%	42%	100%	N=484

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Table 57: Question D2

Would you say that in general your health is:	Count	Percent
Excellent	81	
Very good	233	
Good	124	
Fair	39	
Poor	9	
Total	N=487	100%

Table 58: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Count	Percent
Very positive	18	
Somewhat positive	97	
Neutral	247	
Somewhat negative	99	
Very negative	22	
Total	N=482	100%

Table 59: Question D4

What is your employment status?	Count	Percent
Working full time for pay	306	
Working part time for pay	35	
Unemployed, looking for paid work	9	
Unemployed, not looking for paid work	22	
Fully retired	107	
Total	N=480	100%

Table 60: Question D5

Do you work inside the boundaries of Rio Rancho?	Count	Percent
Yes, outside the home	116	
Yes, from home	28	
No	322	
Total	N=465	100%

Table 61: Question D6

How many years have you lived in Rio Rancho?	Count	Percent
Less than 2 years	74	
2 to 5 years	92	
6 to 10 years	93	
11 to 20 years	113	
More than 20 years	113	
Total	N=486	100%

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Table 62: Question D7

Which best describes the building you live in?	Count	Percent
One family house detached from any other houses	424	
Building with two or more homes (duplex, townhome, apartment or condominium)	54	
Mobile home	3	
Other	5	
Total	N=486	100%

Table 63: Question D8

Is this house, apartment or mobile home...	Count	Percent
Rented	99	
Owned	386	
Total	N=485	100%

Table 64: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Count	Percent
Less than \$300 per month	31	
\$300 to \$599 per month	32	
\$600 to \$999 per month	139	
\$1,000 to \$1,499 per month	161	
\$1,500 to \$2,499 per month	93	
\$2,500 or more per month	21	
Total	N=476	100%

Table 65: Question D10

Do any children 17 or under live in your household?	Count	Percent
No	272	
Yes	214	
Total	N=487	100%

Table 66: Question D11

Are you or any other members of your household aged 65 or older?	Count	Percent
No	364	
Yes	122	
Total	N=486	100%

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Table 67: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Count	Percent
Less than \$25,000	42	
\$25,000 to \$49,999	120	
\$50,000 to \$99,999	197	
\$100,000 to \$149,999	63	
\$150,000 or more	43	
Total	N=465	100%

Table 68: Question D13

Are you Spanish, Hispanic or Latino?	Count	Percent
No, not Spanish, Hispanic or Latino	328	
Yes, I consider myself to be Spanish, Hispanic or Latino	148	
Total	N=476	100%

Table 69: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Count
American Indian or Alaskan Native	20
Asian, Asian Indian or Pacific Islander	2
Black or African American	11
White	401
Other	68

Total may exceed 100% as respondents could select more than one option.

Table 70: Question D15

In which category is your age?	Count	Percent
18 to 24 years	6	
25 to 34 years	123	
35 to 44 years	75	
45 to 54 years	121	
55 to 64 years	64	
65 to 74 years	60	
75 years or older	34	
Total	N=483	100%

Table 71: Question D16

What is your sex?	Count	Percent
Female	254	
Male	221	
Total	N=475	100%

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Table 72: Question D17

Do you consider a cell phone or landline your primary telephone number?	Count	Percent
Cell	341	
Land line	75	
Both	69	
Total	N=485	100%

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The City of Rio Rancho chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Rio Rancho's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Rio Rancho's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Rio Rancho's rating to the benchmark.

In that final column, Rio Rancho's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Rio Rancho residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 73: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Rio Rancho	77%	263	398	Similar
Overall image or reputation of Rio Rancho	68%	185	297	Similar
Rio Rancho as a place to live	84%	230	341	Similar
Your neighborhood as a place to live	83%	140	263	Similar
Rio Rancho as a place to raise children	83%	180	332	Similar
Rio Rancho as a place to retire	77%	78	315	Similar
Overall appearance of Rio Rancho	65%	210	310	Similar

Table 74: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Rio Rancho	83%	133	227	Similar
	In your neighborhood during the day	91%	181	303	Similar
	In Rio Rancho's commercial area during the day	86%	186	257	Similar
Mobility	Overall ease of getting to the places you usually have to visit	67%	105	143	Similar
	Availability of paths and walking trails	47%	215	266	Lower
	Ease of walking in Rio Rancho	45%	218	247	Lower
	Ease of travel by bicycle in Rio Rancho	32%	218	251	Lower
	Ease of travel by public transportation in Rio Rancho	16%	115	126	Much lower
	Ease of travel by car in Rio Rancho	63%	152	254	Similar
	Ease of public parking	66%	40	119	Similar
	Traffic flow on major streets	54%	146	299	Similar
	Quality of overall natural environment in Rio Rancho	67%	177	235	Similar
Natural Environment	Cleanliness of Rio Rancho	65%	159	228	Similar
	Air quality	77%	94	211	Similar
Built Environment	Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	48%	108	137	Similar
	Overall quality of new development in Rio Rancho	43%	199	243	Similar
	Availability of affordable quality housing	62%	47	255	Higher
	Variety of housing options	61%	95	234	Similar
	Public places where people want to spend time	49%	100	130	Similar
Economy	Overall economic health of Rio Rancho	46%	100	142	Similar
	Vibrant downtown/commercial area	16%	122	127	Much lower
	Overall quality of business and service establishments in Rio Rancho	49%	178	228	Similar
	Cost of living in Rio Rancho	49%	51	136	Similar
	Shopping opportunities	43%	181	253	Similar
	Employment opportunities	24%	204	267	Similar
	Rio Rancho as a place to visit	43%	125	150	Lower
	Rio Rancho as a place to work	46%	253	306	Lower
	Health and wellness opportunities in Rio Rancho	64%	99	139	Similar
	Availability of affordable quality mental health care	35%	101	119	Lower
Recreation and Wellness	Availability of preventive health services	65%	89	192	Similar
	Availability of affordable quality health care	68%	75	216	Similar
	Availability of affordable quality food	59%	147	192	Similar
	Recreational opportunities	47%	222	259	Lower

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	53%	116	134	Lower
	Overall opportunities for education and enrichment	62%	93	137	Similar
	Opportunities to participate in religious or spiritual events and activities	67%	139	172	Similar
	Opportunities to attend cultural/arts/music activities	31%	236	252	Lower
	Adult educational opportunities	50%	100	124	Similar
	K-12 education	78%	106	225	Similar
	Availability of affordable quality child care/preschool	54%	121	214	Similar
	Opportunities to participate in social events and activities	36%	205	215	Lower
	Neighborhoodness of Rio Rancho	55%	85	132	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	59%	143	245	Similar
	Opportunities to participate in community matters	44%	211	228	Lower
	Opportunities to volunteer	50%	211	222	Lower

Table 75: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the City of Rio Rancho	67%	270	386	Similar
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	67%	252	321	Similar
Value of services for the taxes paid to Rio Rancho	44%	274	347	Similar
Overall direction that Rio Rancho is taking	50%	216	278	Similar
Job Rio Rancho government does at welcoming citizen involvement	41%	221	265	Similar
Overall confidence in Rio Rancho government	42%	101	137	Similar
Generally acting in the best interest of the community	44%	102	137	Similar
Being honest	40%	111	133	Lower
Treating all residents fairly	44%	99	136	Similar
Services provided by the Federal Government	43%	70	206	Similar

Table 76: Governance by Facet

		Percent positive	Rank	Number of communities in comparison
	Police/Sheriff services	87%	102	383
	Fire services	92%	113	310
	Ambulance or emergency medical services	92%	95	299
	Crime prevention	69%	164	307
	Fire prevention and education	75%	156	244
Safety	Animal control	57%	206	295
	Traffic enforcement	65%	146	327
	Street repair	26%	329	372
	Street cleaning	34%	265	276
	Street lighting	35%	264	271
	Traffic signal timing	35%	201	215
Mobility	Bus or transit services	20%	177	183
	Garbage collection	79%	245	308
	Recycling	75%	231	314
	Drinking water	54%	251	292
Natural Environment	Rio Rancho open space	52%	84	129
	Storm drainage	50%	274	315
Built Environment	Sewer services	65%	242	276

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		Percent positive	Rank	Number of communities in comparison
	Water/Wastewater Utility billing	46%	120	122
	Land use, planning and zoning	33%	221	255
	Code enforcement (weeds, abandoned buildings, etc.)	29%	293	315
	Cable television	34%	162	164
Economy	Economic development	35%	195	243
	City parks	74%	207	285
	Recreation programs or classes	60%	225	298
Recreation and Wellness	Recreation centers or facilities	57%	189	242
	Health services	64%	88	168
Education and Enrichment	City-sponsored special events	53%	118	146
	Public library services	84%	179	300
Community Engagement	Public information services	53%	204	247

Table 77: Governance by Facet

		Comparison to benchmark
	Police/Sheriff services	Similar
	Fire services	Similar
	Ambulance or emergency medical services	Similar
	Crime prevention	Similar
	Fire prevention and education	Similar
Safety	Animal control	Similar
	Traffic enforcement	Similar
	Street repair	Lower
	Street cleaning	Lower
	Street lighting	Lower
	Traffic signal timing	Lower
Mobility	Bus or transit services	Much lower
	Garbage collection	Similar
	Recycling	Similar
	Drinking water	Lower
Natural Environment	Rio Rancho open space	Similar
	Storm drainage	Lower
	Sewer services	Similar
	Water/Wastewater Utility billing	Lower
	Land use, planning and zoning	Lower
	Code enforcement (weeds, abandoned buildings, etc.)	Lower
Built Environment	Cable television	Lower
Economy	Economic development	Similar
	City parks	Similar
	Recreation programs or classes	Similar
	Recreation centers or facilities	Similar
Recreation and Wellness	Health services	Similar
	City-sponsored special events	Similar
Education and Enrichment	Public library services	Similar
Community Engagement	Public information services	Similar

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Table 78: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	56%	182	262	Similar
Recommend living in Rio Rancho to someone who asks	88%	132	236	Similar
Remain in Rio Rancho for the next five years	85%	112	231	Similar
Contacted Rio Rancho (in-person, phone, email or web) for help or information	47%	118	268	Similar

Table 79: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	32%	77	123	Similar
	Did NOT report a crime to the police	76%	86	133	Similar
	Household member was NOT a victim of a crime	89%	119	228	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	10%	85	110	Lower
	Carpooled with other adults or children instead of driving alone	39%	90	129	Similar
	Walked or biked instead of driving	39%	115	133	Lower
Natural Environment	Made efforts to conserve water	94%	16	124	Higher
	Made efforts to make your home more energy efficient	78%	55	124	Similar
	Recycle at home	89%	101	215	Similar
Built Environment	Did NOT observe a code violation or other hazard in Rio Rancho	37%	110	125	Lower
	NOT experiencing housing costs stress	73%	61	211	Similar
Economy	Purchase goods or services from a business located in Rio Rancho	96%	79	129	Similar
	Economy will have positive impact on income	24%	127	213	Similar
	Work inside boundaries of Rio Rancho	31%	89	129	Lower
Recreation and Wellness	Used Rio Rancho recreation centers or their services	55%	113	200	Similar
	Visited a neighborhood park or City park	81%	158	231	Similar
	Eat at least 5 portions of fruits and vegetables a day	84%	61	126	Similar
	Participate in moderate or vigorous physical activity	85%	61	127	Similar
	In very good to excellent health	65%	74	128	Similar
Education and Enrichment	Used Rio Rancho public libraries or their services	64%	110	201	Similar
	Participated in religious or spiritual activities in Rio Rancho	49%	88	170	Similar
	Attended City-sponsored event	52%	69	130	Similar
Community Engagement	Campaigned or advocated for an issue, cause or candidate	18%	86	121	Similar
	Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	16%	69	128	Similar
	Volunteered your time to some group/activity in Rio Rancho	38%	130	220	Similar
	Participated in a club	23%	139	198	Similar
	Talked to or visited with your immediate neighbors	94%	31	129	Similar
	Done a favor for a neighbor	80%	77	125	Similar
	Attended a local public meeting	16%	162	220	Similar

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	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Watched (online or on television) a local public meeting	21%	129	185	Similar
Read or watch local news (via television, paper, computer, etc.)	86%	69	128	Similar
Vote in local elections	81%	106	213	Similar

Communities included in national comparisons

The communities included in Rio Rancho's comparisons are listed on the following pages along with their population according to the 2010 Census.

Adams County, CO	441,603
Airway Heights city, WA	6,114
Albany city, OR	50,158
Albemarle County, VA	98,970
Albert Lea city, MN	18,016
Algonquin village, IL	30,046
Aliso Viejo city, CA	47,823
Altoona city, IA	14,541
American Canyon city, CA	19,454
Ames city, IA	58,965
Andover CDP, MA	8,762
Ankeny city, IA	45,582
Ann Arbor city, MI	113,934
Annapolis city, MD	38,394
Apache Junction city, AZ	35,840
Apple Valley town, CA	69,135
Arapahoe County, CO	572,003
Arkansas City city, AR	366
Arlington city, TX	365,438
Arlington County, VA	207,627
Arvada city, CO	106,433
Asheville city, NC	83,393
Ashland city, OR	20,078
Ashland town, VA	7,225
Aspen city, CO	6,658
Auburn city, AL	53,380
Auburn city, WA	70,180
Augusta CCD, GA	134,777
Aurora city, CO	325,078
Austin city, TX	790,390
Bainbridge Island city, WA	23,025
Baltimore city, MD	620,961
Bartonville town, TX	1,469
Battle Creek city, MI	52,347
Bay City city, MI	34,932
Baytown city, TX	71,802
Bedford city, TX	46,979
Bedford town, MA	13,320
Bellevue city, WA	122,363
Bellingham city, WA	80,885
Beltrami County, MN	44,442
Benbrook city, TX	21,234
Bend city, OR	76,639
Benicia city, CA	26,997
Bettendorf city, IA	33,217
Billings city, MT	104,170
Blaine city, MN	57,186
Bloomfield Hills city, MI	3,869
Bloomington city, MN	82,893
Blue Springs city, MO	52,575
Boise City city, ID	205,671

Boone County, KY	118,811
Boulder city, CO	97,385
Bowling Green city, KY	58,067
Brentwood city, MO	8,055
Brentwood city, TN	37,060
Brighton city, CO	33,352
Bristol city, TN	26,702
Broken Arrow city, OK	98,850
Brookfield city, WI	37,920
Brookline CDP, MA	58,732
Broomfield city, CO	55,889
Brownsburg town, IN	21,285
Bryan city, TX	76,201
Burien city, WA	33,313
Burleson city, TX	36,690
Cabarrus County, NC	178,011
Cambridge city, MA	105,162
Canton city, SD	3,057
Cape Coral city, FL	154,305
Cape Girardeau city, MO	37,941
Carlisle borough, PA	18,682
Carlsbad city, CA	105,328
Carroll city, IA	10,103
Cartersville city, GA	19,731
Cary town, NC	135,234
Casa Grande city, AZ	48,571
Casper city, WY	55,316
Castine town, ME	1,366
Castle Pines North city, CO	10,360
Castle Rock town, CO	48,231
Centennial city, CO	100,377
Centralia city, IL	13,032
Chambersburg borough, PA	20,268
Chandler city, AZ	236,123
Chanhassen city, MN	22,952
Chapel Hill town, NC	57,233
Charlotte city, NC	731,424
Charlotte County, FL	159,978
Charlottesville city, VA	43,475
Chattanooga city, TN	167,674
Chesterfield County, VA	316,236
Chippewa Falls city, WI	13,661
Citrus Heights city, CA	83,301
Clackamas County, OR	375,992
Clarendon Hills village, IL	8,427
Clayton city, MO	15,939
Clearwater city, FL	107,685
Cleveland Heights city, OH	46,121
Clive city, IA	15,447
Clovis city, CA	95,631
College Park city, MD	30,413

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College Station city, TX	93,857	Fayetteville city, NC.....	200,564
Colleyville city, TX	22,807	Fishers town, IN	76,794
Collinsville city, IL	25,579	Flower Mound town, TX.....	64,669
Columbia city, MO.....	108,500	Forest Grove city, OR	21,083
Columbia city, SC.....	129,272	Fort Collins city, CO.....	143,986
Columbia Falls city, MT.....	4,688	Fort Smith city, AR.....	86,209
Columbus city, WI.....	4,991	Fort Worth city, TX.....	741,206
Commerce City city, CO	45,913	Fountain Hills town, AZ	22,489
Concord city, CA	122,067	Franklin city, TN.....	62,487
Concord town, MA.....	17,668	Fredericksburg city, VA.....	24,286
Cookeville city, TN	30,435	Fremont city, CA	214,089
Coon Rapids city, MN	61,476	Friendswood city, TX.....	35,805
Copperas Cove city, TX.....	32,032	Fruita city, CO.....	12,646
Coronado city, CA	18,912	Gahanna city, OH.....	33,248
Corvallis city, OR.....	54,462	Gaithersburg city, MD.....	59,933
Creve Coeur city, MO	17,833	Galveston city, TX	47,743
Cross Roads town, TX	1,563	Gardner city, KS.....	19,123
Crystal Lake city, IL.....	40,743	Geneva city, NY	13,261
Dacono city, CO.....	4,152	Georgetown city, TX.....	47,400
Dade City city, FL.....	6,437	Gilbert town, AZ.....	208,453
Dakota County, MN.....	398,552	Gillette city, WY	29,087
Dallas city, OR	14,583	Glendora city, CA	50,073
Dallas city, TX.....	1,197,816	Glenview village, IL	44,692
Danville city, KY	16,218	Globe city, AZ	7,532
Dardenne Prairie city, MO.....	11,494	Golden Valley city, MN.....	20,371
Davenport city, IA.....	99,685	Goodyear city, AZ	65,275
Davidson town, NC.....	10,944	Grafton village, WI.....	11,459
Dayton city, OH	141,527	Grand Blanc city, MI.....	8,276
Decatur city, GA.....	19,335	Grand Island city, NE	48,520
Del Mar city, CA	4,161	Grass Valley city, CA	12,860
Delray Beach city, FL.....	60,522	Greeley city, CO.....	92,889
Denison city, TX.....	22,682	Green Valley CDP, AZ	21,391
Denton city, TX.....	113,383	Greenville city, NC.....	84,554
Denver city, CO.....	600,158	Greenwich town, CT	61,171
Derby city, KS.....	22,158	Greenwood Village city, CO.....	13,925
Des Peres city, MO	8,373	Greer city, SC	25,515
Destin city, FL.....	12,305	Guilford County, NC	488,406
Dorchester County, MD	32,618	Gunnison County, CO	15,324
Dothan city, AL	65,496	Gurnee village, IL.....	31,295
Douglas County, CO	285,465	Hailey city, ID	7,960
Dover city, NH	29,987	Haines Borough, AK	2,508
Dublin city, CA	46,036	Hallandale Beach city, FL.....	37,113
Duluth city, MN.....	86,265	Hamilton city, OH.....	62,477
Duncanville city, TX.....	38,524	Hanover County, VA.....	99,863
Durham city, NC	228,330	Harrisonburg city, VA	48,914
Eagle town, CO.....	6,508	Harrisonville city, MO	10,019
East Baton Rouge Parish, LA.....	440,171	Hayward city, CA	144,186
East Grand Forks city, MN	8,601	Henderson city, NV	257,729
East Lansing city, MI	48,579	Herndon town, VA.....	23,292
Eau Claire city, WI	65,883	High Point city, NC.....	104,371
Eden Prairie city, MN	60,797	Highland Park city, IL	29,763
Edgerton city, KS	1,671	Highlands Ranch CDP, CO	96,713
Edgewater city, CO	5,170	Hillsborough town, NC.....	6,087
Edina city, MN	47,941	Holland city, MI.....	33,051
Edmond city, OK.....	81,405	Honolulu County, HI.....	953,207
Edmonds city, WA.....	39,709	Hooksett town, NH.....	13,451
El Cerrito city, CA.....	23,549	Hopkins city, MN	17,591
El Dorado County, CA.....	181,058	Hopkinton town, MA.....	14,925
El Paso city, TX.....	649,121	Hoquiam city, WA	8,726
Elk Grove city, CA	153,015	Horry County, SC	269,291
Elk River city, MN.....	22,974	Hudson city, OH.....	22,262
Elko New Market city, MN.....	4,110	Hudson town, CO.....	2,356
Elmhurst city, IL.....	44,121	Hudsonville city, MI.....	7,116
Encinitas city, CA	59,518	Huntersville town, NC.....	46,773
Englewood city, CO.....	30,255	Hurst city, TX.....	37,337
Erie town, CO	18,135	Hutchinson city, MN	14,178
Escambia County, FL.....	297,619	Hutto city, TX	14,698
Estes Park town, CO.....	5,858	Hyattsville city, MD	17,557
Fairview town, TX	7,248	Independence city, MO.....	116,830
Farmington Hills city, MI.....	79,740	Indian Trail town, NC	33,518

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Indianola city, IA	14,782	Maricopa County, AZ	3,817,117
Iowa City city, IA	67,862	Martinez city, CA	35,824
Issaquah city, WA	30,434	Maryland Heights city, MO	27,472
Jackson County, MI	160,248	Matthews town, NC	27,198
James City County, VA	67,009	McAllen city, TX	129,877
Jefferson City city, MO	43,079	McDonough city, GA	22,084
Jefferson County, CO	534,543	McKinney city, TX	131,117
Jefferson County, NY	116,229	McMinnville city, OR	32,187
Jerome city, ID	10,890	Medford city, OR	74,907
Johnson City city, TN	63,152	Menlo Park city, CA	32,026
Johnston city, IA	17,278	Mercer Island city, WA	22,699
Jupiter town, FL	55,156	Meridian charter township, MI	39,688
Kalamazoo city, MI	74,262	Meridian city, ID	75,092
Kansas City city, KS	145,786	Merriam city, KS	11,003
Kansas City city, MO	459,787	Mesa County, CO	146,723
Keizer city, OR	36,478	Miami Beach city, FL	87,779
Kenmore city, WA	20,460	Miami city, FL	399,457
Kennedale city, TX	6,763	Middleton city, WI	17,442
Kennett Square borough, PA	6,072	Midland city, MI	41,863
Kettering city, OH	56,163	Milford city, DE	9,559
Key West city, FL	24,649	Milton city, GA	32,661
King County, WA	1,931,249	Minneapolis city, MN	382,578
Kirkland city, WA	48,787	Mission Viejo city, CA	93,305
Kirkwood city, MO	27,540	Modesto city, CA	201,165
Knoxville city, IA	7,313	Monterey city, CA	27,810
La Mesa city, CA	57,065	Montgomery County, VA	94,392
La Plata town, MD	8,753	Monticello city, UT	1,972
La Porte city, TX	33,800	Monument town, CO	5,530
La Vista city, NE	15,758	Mooresville town, NC	32,711
Lafayette city, CO	24,453	Morristown city, TN	29,137
Laguna Beach city, CA	22,723	Morrisville town, NC	18,576
Laguna Hills city, CA	30,344	Moscow city, ID	23,800
Laguna Niguel city, CA	62,979	Mountain Village town, CO	1,320
Lake Oswego city, OR	36,619	Mountlake Terrace city, WA	19,909
Lake Stevens city, WA	28,069	Muscataine city, IA	22,886
Lake Worth city, FL	34,910	Naperville city, IL	141,853
Lake Zurich village, IL	19,631	Needham CDP, MA	28,886
Lakeville city, MN	55,954	New Braunfels city, TX	57,740
Lakewood city, CO	142,980	New Brighton city, MN	21,456
Lane County, OR	351,715	New Hanover County, NC	202,667
Larimer County, CO	299,630	New Orleans city, LA	343,829
Las Cruces city, NM	97,618	New Smyrna Beach city, FL	22,464
Las Vegas city, NV	583,756	Newberg city, OR	22,068
Lawrence city, KS	87,643	Newport Beach city, CA	85,186
League City city, TX	83,560	Newport News city, VA	180,719
Lee's Summit city, MO	91,364	Newton city, IA	15,254
Lehi city, UT	47,407	Noblesville city, IN	51,969
Lenexa city, KS	48,190	Nogales city, AZ	20,837
Lewis County, NY	27,087	Norfolk city, VA	242,803
Lewisville city, TX	95,290	North Richland Hills city, TX	63,343
Libertyville village, IL	20,315	Northglenn city, CO	35,789
Lincoln city, NE	258,379	Novato city, CA	51,904
Lindsborg city, KS	3,458	Novi city, MI	55,224
Littleton city, CO	41,737	O'Fallon city, IL	28,281
Livermore city, CA	80,968	O'Fallon city, MO	79,329
Lombard village, IL	43,165	Oak Park village, IL	51,878
Lone Tree city, CO	10,218	Oakland city, CA	390,724
Long Grove village, IL	8,043	Oakland Park city, FL	41,363
Longmont city, CO	86,270	Oakley city, CA	35,432
Longview city, TX	80,455	Ogdensburg city, NY	11,128
Los Alamos County, NM	17,950	Oklahoma City city, OK	579,999
Louisville city, CO	18,376	Olathe city, KS	125,872
Lynchburg city, VA	75,568	Old Town city, ME	7,840
Lynnwood city, WA	35,836	Olmsted County, MN	144,248
Macomb County, MI	840,978	Olympia city, WA	46,478
Madison city, WI	233,209	Orland Park village, IL	56,767
Manhattan Beach city, CA	35,135	Oshkosh city, WI	66,083
Mankato city, MN	39,309	Oshemo charter township, MI	21,705
Maple Grove city, MN	61,567	Otsego County, MI	24,164
Maple Valley city, WA	22,684	Overland Park city, KS	173,372

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Oviedo city, FL.....	33,342	San Antonio city, TX.....	1,327,407
Paducah city, KY.....	25,024	San Carlos city, CA.....	28,406
Palm Coast city, FL.....	75,180	San Diego city, CA.....	1,307,402
Palo Alto city, CA.....	64,403	San Francisco city, CA.....	805,235
Papillion city, NE.....	18,894	San Jose city, CA.....	945,942
Park City city, UT.....	7,558	San Juan County, NM.....	130,044
Parker town, CO.....	45,297	San Marcos city, CA.....	83,781
Parkland city, FL.....	23,962	San Marcos city, TX.....	44,894
Pasadena city, CA.....	137,122	San Rafael city, CA.....	57,713
Pasco city, WA.....	59,781	Sandy Springs city, GA.....	93,853
Pasco County, FL.....	464,697	Sanford city, FL.....	53,570
Pearland city, TX.....	91,252	Sangamon County, IL.....	197,465
Peoria city, AZ.....	154,065	Santa Clarita city, CA.....	176,320
Peoria city, IL.....	115,007	Santa Fe County, NM.....	144,170
Peoria County, IL.....	186,494	Santa Monica city, CA.....	89,736
Petoskey city, MI.....	5,670	Sarasota County, FL.....	379,448
Pflugerville city, TX.....	46,936	Savage city, MN.....	26,911
Phoenix city, AZ.....	1,445,632	Scarborough CDP, ME.....	4,403
Pinal County, AZ.....	375,770	Schaumburg village, IL.....	74,227
Pinehurst village, NC.....	13,124	Scott County, MN.....	129,928
Piqua city, OH.....	20,522	Scottsdale city, AZ.....	217,385
Pitkin County, CO.....	17,148	Seaside city, CA.....	33,025
Plano city, TX.....	259,841	SeaTac city, WA.....	26,909
Platte City city, MO.....	4,691	Sevierville city, TN.....	14,807
Plymouth city, MN.....	70,576	Shawnee city, KS.....	62,209
Pocatello city, ID.....	54,255	Sheboygan city, WI.....	49,288
Polk County, IA.....	430,640	Shoreview city, MN.....	25,043
Pompano Beach city, FL.....	99,845	Shorewood city, MN.....	7,307
Port Huron city, MI.....	30,184	Shorewood village, IL.....	15,615
Port Orange city, FL.....	56,048	Shorewood village, WI.....	13,162
Portland city, OR.....	583,776	Sioux Center city, IA.....	7,048
Post Falls city, ID.....	27,574	Sioux Falls city, SD.....	153,888
Prince William County, VA.....	402,002	Skokie village, IL.....	64,784
Prior Lake city, MN.....	22,796	Snellville city, GA.....	18,242
Provo city, UT.....	112,488	Snowmass Village town, CO.....	2,826
Pueblo city, CO.....	106,595	South Kingstown town, RI.....	30,639
Purcellville town, VA.....	7,727	South Lake Tahoe city, CA.....	21,403
Queen Creek town, AZ.....	26,361	South Portland city, ME.....	25,002
Radnor township, PA.....	31,531	Southborough town, MA.....	9,767
Ramsey city, MN.....	23,668	Southlake city, TX.....	26,575
Rapid City city, SD.....	67,956	Sparks city, NV.....	90,264
Raymore city, MO.....	19,206	Spokane Valley city, WA.....	89,755
Redmond city, WA.....	54,144	Spring Hill city, KS.....	5,437
Rehoboth Beach city, DE.....	1,327	Springboro city, OH.....	17,409
Reno city, NV.....	225,221	Springfield city, MO.....	159,498
Reston CDP, VA.....	58,404	Springfield city, OR.....	59,403
Richmond city, CA.....	103,701	Springville city, UT.....	29,466
Richmond Heights city, MO.....	8,603	St. Charles city, IL.....	32,974
Rifle city, CO.....	9,172	St. Cloud city, FL.....	35,183
Rio Rancho city, NM.....	87,521	St. Cloud city, MN.....	65,842
River Falls city, WI.....	15,000	St. Joseph city, MO.....	76,780
Riverdale city, UT.....	8,426	St. Louis County, MN.....	200,226
Riverside city, CA.....	303,871	St. Louis Park city, MN.....	45,250
Riverside city, MO.....	2,937	Stallings town, NC.....	13,831
Rochester Hills city, MI.....	70,995	State College borough, PA.....	42,034
Rock Hill city, SC.....	66,154	Steamboat Springs city, CO.....	12,088
Rockford city, IL.....	152,871	Sterling Heights city, MI.....	129,699
Rockville city, MD.....	61,209	Sugar Grove village, IL.....	8,997
Rogers city, MN.....	8,597	Sugar Land city, TX.....	78,817
Rolla city, MO.....	19,559	Summit city, NJ.....	21,457
Roselle village, IL.....	22,763	Summit County, UT.....	36,324
Rosemount city, MN.....	21,874	Sunnyvale city, CA.....	140,081
Roseville city, MN.....	33,660	Surprise city, AZ.....	117,517
Roswell city, GA.....	88,346	Suwanee city, GA.....	15,355
Round Rock city, TX.....	99,887	Tacoma city, WA.....	198,397
Royal Oak city, MI.....	57,236	Takoma Park city, MD.....	16,715
Saco city, ME.....	18,482	Tamarac city, FL.....	60,427
Sahuarita town, AZ.....	25,259	Temecula city, CA.....	100,097
Sammamish city, WA.....	45,780	Tempe city, AZ.....	161,719
San Anselmo town, CA.....	12,336	Temple city, TX.....	66,102

The National Citizen Survey™

The Woodlands CDP, TX.....	93,847	West Chester borough, PA.....	18,461
Thornton city, CO.....	118,772	West Des Moines city, IA.....	56,609
Thousand Oaks city, CA.....	126,683	West Richland city, WA.....	11,811
Tigard city, OR.....	48,035	Western Springs village, IL.....	12,975
Tracy city, CA.....	82,922	Westerville city, OH.....	36,120
Tualatin city, OR.....	26,054	Westlake town, TX.....	992
Tulsa city, OK.....	391,906	Westminster city, CO.....	106,114
Twin Falls city, ID.....	44,125	Weston town, MA.....	11,261
Tyler city, TX.....	96,900	Wheat Ridge city, CO.....	30,166
Umatilla city, OR.....	6,906	White House city, TN.....	10,255
Upper Arlington city, OH.....	33,771	Wichita city, KS.....	382,368
Urbandale city, IA.....	39,463	Williamsburg city, VA.....	14,068
Vail town, CO.....	5,305	Wilmington city, NC.....	106,476
Vancouver city, WA.....	161,791	Wilsonville city, OR.....	19,509
Vestavia Hills city, AL.....	34,033	Winchester city, VA.....	26,203
Victoria city, MN.....	7,345	Windsor town, CO.....	18,644
Virginia Beach city, VA.....	437,994	Windsor town, CT.....	29,044
Wake Forest town, NC.....	30,117	Winnetka village, IL.....	12,187
Walnut Creek city, CA.....	64,173	Winston-Salem city, NC.....	229,617
Washington County, MN.....	238,136	Winter Garden city, FL.....	34,568
Washington town, NH.....	1,123	Woodbury city, MN.....	61,961
Washoe County, NV.....	421,407	Woodland city, CA.....	55,468
Watauga city, TX.....	23,497	Woodland city, WA.....	5,509
Wauwatosa city, WI.....	46,396	Wrentham town, MA.....	10,955
Waverly city, IA.....	9,874	Yakima city, WA.....	91,067
Weddington town, NC.....	9,459	York County, VA.....	65,464
Wentzville city, MO.....	29,070	Yorktown town, IN.....	9,405
West Carrollton city, OH.....	13,143		

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The City of Rio Rancho funded this research. Please contact Annemarie Garcia of the Rio Rancho office at angargia@rrnm.gov if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

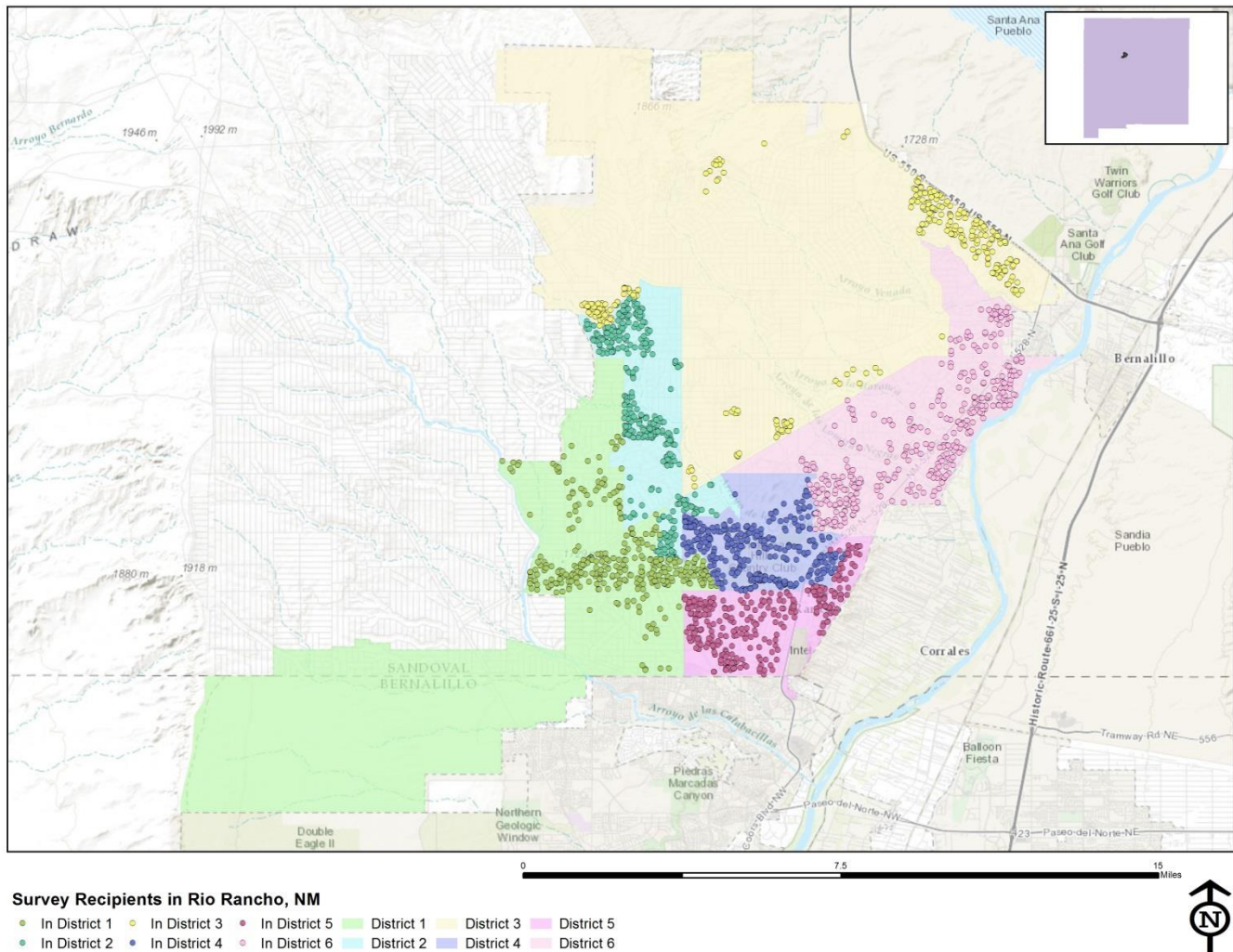
Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the City of Rio Rancho were eligible to participate in the survey. A list of all households within the zip codes serving Rio Rancho was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Rio Rancho households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the City of Rio Rancho boundaries were removed from consideration. Each address identified as being within City boundaries was further identified as being within one of the six Council Districts.

To choose the 2,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients



Survey Administration and Response

Selected households received three mailings, one week apart, beginning on October 1st, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Mayor inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Both cover letters contained paragraphs in Spanish instructing participants to take the survey online in their language of preference. Completed surveys were collected over the following six weeks.

About 4% of the 2,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 2,111 households that received the survey, 491 completed the survey, providing an overall response rate of 23%. Of the 491 completed surveys, 28 were completed online; all 28 online surveys were completed in English. Additionally, responses were tracked by district; response rates by Council District ranged from 18% to 30%.

Table 80: Survey Response Rates by Council District

	Number mailed	Undeliverable	Eligible	Returned	Response rate
District 1	341	12	329	73	22%
District 2	346	23	323	62	19%
District 3	331	14	317	58	18%
District 4	425	18	407	106	26%
District 5	393	16	377	86	23%
District 6	364	9	355	106	30%
Overall	2,200	92	2,108	491	23%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents’ opinions are relied on to estimate all residents’ opinions.¹

The margin of error for the City of Rio Rancho survey is no greater than plus or minus four percentage points around any given percent reported for the entire sample (491 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and “cleaned” as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the City of Rio Rancho. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), ethnicity, sex, age and district. The results of the weighting scheme are presented in the following table.

¹ A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as “excellent” or “good,” then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 81: Rio Rancho, NM 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	21%	14%	20%
Own home	79%	86%	80%
Detached unit	89%	87%	88%
Attached unit	11%	13%	12%
Race and Ethnicity			
White	79%	84%	80%
Not white	21%	16%	20%
Not Hispanic	68%	81%	69%
Hispanic	32%	19%	31%
Sex and Age			
Female	52%	57%	53%
Male	48%	43%	47%
18-34 years of age	29%	10%	27%
35-54 years of age	41%	29%	41%
55+ years of age	30%	61%	33%
Females 18-34	15%	7%	15%
Females 35-54	21%	17%	21%
Females 55+	17%	33%	18%
Males 18-34	14%	3%	12%
Males 35-54	20%	12%	20%
Males 55+	14%	28%	14%
District			
District 1	16%	15%	16%
District 2	16%	13%	16%
District 3	15%	12%	15%
District 4	19%	22%	20%
District 5	17%	18%	18%
District 6	16%	22%	16%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., “excellent” and “good,” “very safe” and “somewhat safe,” “essential” and “very important,” etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Rio Rancho Resident,	Estimado Residente de Rio Rancho,
It won't take much of your time to make a big difference!	iNo le tomará mucho de su tiempo para marcar una gran diferencia!
Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.	Su hogar ha sido elegido al azar para participar en una encuesta sobre su comunidad. Su encuesta le llegará dentro de pocos días.
Thank you for helping create a better City!	iGracias por ayudar a crear una Rio Rancho mejor!
Sincerely,	Atentamente,



Greggory D. Hull
Mayor/Alcalde

Dear Rio Rancho Resident,	Estimado Residente de Rio Rancho,
It won't take much of your time to make a big difference!	iNo le tomará mucho de su tiempo para marcar una gran diferencia!
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City of Rio Rancho
3200 Civic Center Circle N.E.
Rio Rancho, New Mexico 87144

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Rio Rancho
3200 Civic Center Circle N.E.
Rio Rancho, New Mexico 87144

Presorted
First Class Mail
US Postage
PAID
Boulder, CO
Permit NO. 94



City of Rio Rancho
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Presorted
First Class Mail
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PAID
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Permit NO. 94



October 2015

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Please help us shape the future of Rio Rancho! You have been selected at random to participate in the 2015 Rio Rancho Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of a limited number being surveyed. Your feedback will help make decisions that affect our City.

A few things to remember:

- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

www.n-r-c.com/survey/riorancho.htm

If you have any questions about the survey please call 505-896-8730.

Thank you for your time and participation!

Sincerely,

A handwritten signature in black ink, appearing to read 'S. D. Hull'.

Greggory D. Hull/Mayor

Estimado Residente de la Ciudad de Rio Rancho:

¡Por favor ayúdenos a moldear el futuro de Rio Rancho! Usted ha sido seleccionado al azar para participar en la Encuesta de Ciudadanos de Rio Rancho del 2015.

Por favor tome unos minutos para completar la encuesta adjunta; si usted preferiría completar la encuesta en español, por favor siga las instrucciones abajo para acceder a la encuesta en español por medio de la red. Su participación en esta encuesta es muy importante – especialmente porque su hogar es uno de solamente un número pequeño de hogares que se están encuestando. Sus observaciones le ayudarán a Rio Rancho tomar decisiones que afectarán a nuestra ciudad.

Algunas cosas para recordar:

- **Sus respuestas son completamente anónimas.**
- Para poder escuchar a un grupo diverso de residentes, el adulto de 18 años o más en su hogar que haya celebrado su cumpleaños más recientemente debe completar esta encuesta.
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Para la versión en español haga clic en “Español” en la esquina superior a mano derecha.

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Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Rio Rancho:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Rio Rancho as a place to live.....	1	2	3	4	5
Your neighborhood as a place to live.....	1	2	3	4	5
Rio Rancho as a place to raise children.....	1	2	3	4	5
Rio Rancho as a place to work	1	2	3	4	5
Rio Rancho as a place to visit.....	1	2	3	4	5
Rio Rancho as a place to retire.....	1	2	3	4	5
The overall quality of life in Rio Rancho	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Rio Rancho as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Rio Rancho	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Rio Rancho.....	1	2	3	4	5
Overall "built environment" of Rio Rancho (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Rio Rancho.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Rio Rancho	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Rio Rancho	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Rio Rancho to someone who asks	1	2	3	4	5
Remain in Rio Rancho for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Rio Rancho's commercial area during the day	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Rio Rancho as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Rio Rancho	1	2	3	4	5
Ease of travel by public transportation in Rio Rancho.....	1	2	3	4	5
Ease of travel by bicycle in Rio Rancho	1	2	3	4	5
Ease of walking in Rio Rancho.....	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Rio Rancho.....	1	2	3	4	5
Overall appearance of Rio Rancho	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food.....	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Rio Rancho as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Rio Rancho	1	2	3	4	5
Overall quality of business and service establishments in Rio Rancho	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Rio Rancho	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Rio Rancho	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Rio Rancho (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Rio Rancho	1	2
Reported a crime to the police in Rio Rancho	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the City of Rio Rancho (in-person, phone, email or web) for help or information	1	2
Contacted Rio Rancho elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Rio Rancho?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Rio Rancho recreation centers or their services	1	2	3	4
Visited a neighborhood park or City park	1	2	3	4
Used Rio Rancho public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Rio Rancho	1	2	3	4
Attended a City-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Rio Rancho	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

The City of Rio Rancho 2015 Citizen Survey

10. Please rate the quality of each of the following services in Rio Rancho:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/Sheriff services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services.....	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Water/Wastewater Utility billing	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services	1	2	3	4	5
Cable television.....	1	2	3	4	5
Rio Rancho open space.....	1	2	3	4	5
City-sponsored special events	1	2	3	4	5
Overall customer service by Rio Rancho employees (police, receptionists, planners, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The City of Rio Rancho	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Rio Rancho government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Rio Rancho.....	1	2	3	4	5
The overall direction that Rio Rancho is taking.....	1	2	3	4	5
The job Rio Rancho government does at welcoming citizen involvement.....	1	2	3	4	5
Overall confidence in Rio Rancho government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Rio Rancho community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Rio Rancho	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Rio Rancho.....	1	2	3	4
Overall “built environment” of Rio Rancho (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Rio Rancho.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Rio Rancho	1	2	3	4
Sense of community.....	1	2	3	4

14. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the City government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
City website (www.rnm.gov).....	1	2	3
Mailers from the City.....	1	2	3
City communications via social media (i.e. Facebook, Twitter or YouTube).....	1	2	3
City Council and other public meetings.....	1	2	3
Local media websites.....	1	2	3
Local media outlets (newspapers, radio, local television stations).....	1	2	3
Word-of-mouth (friends, co-workers, family, etc.).....	1	2	3

15. Please rate how important, if at all, it is to you or members of your household to be notified by the City about each of the following:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Special events (i.e. camps, classes, workshops, pet adoptions, police and community events, concerts, etc.).....	1	2	3	4
Road construction and closures.....	1	2	3	4
Water and sewer line repair work.....	1	2	3	4
Elections.....	1	2	3	4
New businesses opening in the city.....	1	2	3	4

16. To what extent do you agree with the following statement: “The roads in Rio Rancho need to be improved.”

☐ Strongly agree ☐ Somewhat agree ☐ Somewhat disagree ☐ Strongly disagree

17. If Rio Rancho was to propose a tax increase dedicated to road improvements, to what extent would you support or oppose each of the following type of tax increases?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
A property tax increase of \$10 per year on a home valued at \$100,000.....	1	2	3	4
A property tax increase of \$40 per year on a home valued at \$100,000.....	1	2	3	4
A property tax increase of \$75 per year on a home valued at \$100,000.....	1	2	3	4
A Gross Receipts Tax (sales tax) increase of 1.25 cents extra on \$10 of qualifying goods.....	1	2	3	4

18. Please indicate to what extent you would support or oppose a property tax increase for each of the following to fund new facilities or services:

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Fire/ambulance services.....	1	2	3	4
Police services.....	1	2	3	4
Road maintenance.....	1	2	3	4
Parks and recreation.....	1	2	3	4
Library.....	1	2	3	4
Senior center services.....	1	2	3	4

19. Current regulations allow: up to five chickens on residential property of at least ½ of an acre (21,780 sq. ft.); horses and goats on property of at least 1 acre (43,560 sq. ft.). To what extent would you support or oppose allowing residential property owners to have chickens, bees, domestic livestock (i.e. horses, cattle, mules, donkeys, burros, swine, goats, sheep), or fowl (i.e. guineas, ducks, turkeys, geese)?

	<i>Strongly support</i>	<i>Somewhat support</i>	<i>Somewhat oppose</i>	<i>Strongly oppose</i>
Up to five chickens on lots of more than ½ of an acre.....	1	2	3	4
Up to five chickens on any sized residential lot.....	1	2	3	4
A home bee apiary on lots of more than ½ of an acre.....	1	2	3	4
A home bee apiary on any residential lot.....	1	2	3	4
Domestic livestock on lots of more than ½ of an acre.....	1	2	3	4
Domestic livestock on any residential lot.....	1	2	3	4
Fowl on lots of more than ½ of an acre.....	1	2	3	4
Fowl on any residential lot.....	1	2	3	4

The City of Rio Rancho 2015 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Rio Rancho	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- ☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. What is your employment status?

- ☐ Working full time for pay
☐ Working part time for pay
☐ Unemployed, looking for paid work
☐ Unemployed, not looking for paid work
☐ Fully retired

D5. Do you work inside the boundaries of Rio Rancho?

- ☐ Yes, outside the home
☐ Yes, from home
☐ No

D6. How many years have you lived in Rio Rancho?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

D7. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ Building with two or more homes (duplex, townhome, apartment or condominium)
☐ Mobile home
☐ Other

D8. Is this house, apartment or mobile home...

- ☐ Rented
☐ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- ☐ Less than \$300 per month
☐ \$300 to \$599 per month
☐ \$600 to \$999 per month
☐ \$1,000 to \$1,499 per month
☐ \$1,500 to \$2,499 per month
☐ \$2,500 or more per month

D10. Do any children 17 or under live in your household?

- ☐ No ☐ Yes

D11. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 to \$149,999
☐ \$150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- ☐ No, not Spanish, Hispanic or Latino
☐ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
☐ Asian, Asian Indian or Pacific Islander
☐ Black or African American
☐ White
☐ Other

D15. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D16. What is your sex?

- ☐ Female ☐ Male

D17. Do you consider a cell phone or land line your primary telephone number?

- ☐ Cell ☐ Land line ☐ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502



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